

THE MOST EFFECTIVE WAY TO REACH PARENTS OF 4-11 YEAR OLDS

primary times

Reach 45,000 unique visitors each month!



The screenshot shows the primarytimes website interface. At the top is a red 'LEADERBOARD' banner. Below it is a navigation bar with links: What's On, Term Dates, News, Competitions, Make & Play, Offers, Contact Us, and About PT. The main content area is divided into several sections: 'Parent Advice' with a photo of a family, 'Job Vacancies' with a rocket icon, 'Vouchers' with a green voucher icon, and 'Competitions' with a photo of children. There are also sections for 'Our Magazines' (featuring 'Primary' and 'Castle Walk' magazines), 'Advertise with us' (describing the magazine's reach), 'Keep up to date' (with a sign-up form for name, email, and a 'Sign Up' button), 'Find an activity' (with a photo of children playing with balloons), and 'MPU' (a red box). At the bottom, there's a 'What's on in my region' search bar.

NATIONAL ADVERTISING OPTIONS

Leaderboard – Positioned at the top of each desktop webpage and does not rotate with any other advert. Generates a minimum of 990,000 impressions per month.

MPU - Positioned on the right side panel of each desktop webpage. All MPU adverts rotate and generate a minimum of 795,000 impressions per month.

ADVERTISING SPECIFICATIONS

Advertisement	Dimensions	Max Size	Format
Leaderboard	728 X 90 pixels	50 KB	JPEG, GIF
MPU	300 x 250 pixels	50 KB	JPEG, GIF

The screenshot shows a primarytimes newsletter email. It features the primarytimes logo at the top, followed by a photo of a child playing on a wooden floor. Below the photo is a section titled 'Looking for something to do with the family leading up to summer? We're here to help!' with text about enjoying the weather and making the most of the outdoors. At the bottom, there's a quote about Sunday 17th June being the perfect time to check out the air.

Have your message delivered to 80,000 + inboxes across the UK and Ireland!

NATIONAL ADVERTISING RATES

Advertisement	Price (+VAT)
Leaderboard	£400 per month
MPU	£300 per month
Editorial	£150 per month
Monthly newsletter sponsorship	£500
Monthly newsletter inclusion	£150
Bespoke newsletter	£1,000

For more information call Victoria on 07736945720
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